



# Gainesville Report

Review of 2016 Zagster Program





## Gainesville Program Goal(s):

- Provide residents, students, and visitors an easy, accessible, and fun way to get around Gainesville

## Report Overview:

- Overview of 2016
- Convert Daily Members to Annual Members
- Challenges and Action Plan
- What's new for Zagster?
- Layout next steps for marketing planning

All-Time Members

**386**

All-Time Rentals

**785**



# 2016 Reporting



# Usage Trends



Rentals by Month



2016 Ridership

785

2 new stations added

Students back @ UF

**Trend:** Slow start initially, 2 new stations in August increased ridership drastically as the system became more convenient and accessible

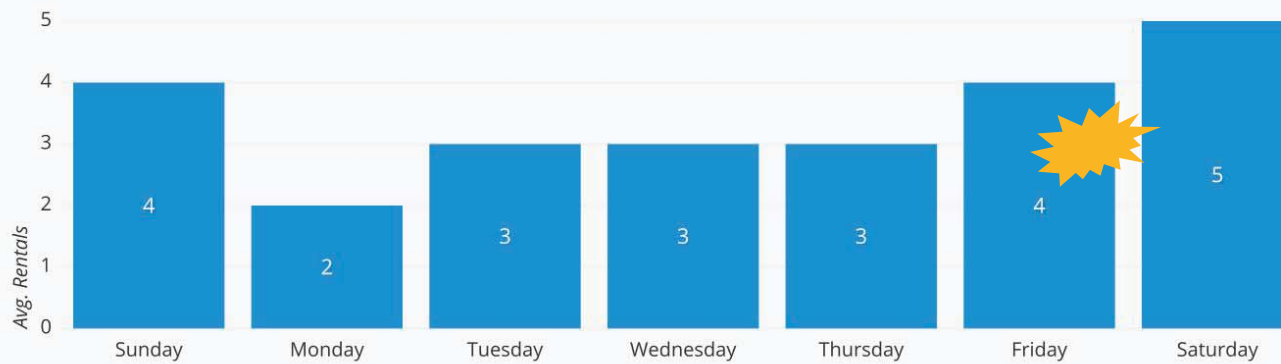
- **109%** increase in ridership from Sep to Oct

**Opportunity:** Capitalize on the spring riding season to match fall ridership with the implementation of a comprehensive marketing plan

# Usage Trends



Average Rentals by Day of Week



Median Trip Duration

**48** MINUTES

**Trend:** Very consistent use by day right now with a slight increase in ridership on weekends, signaling a more recreational use of the system

- Noticed students taking bikes from UF to downtown/bars over the weekend, resulting in need for rebalancing
- Rebalancing is part of the action plan for the fleet refresh

# Membership



New and All-Time Members by Month



**Trend:** Membership spiked slightly with addition of 2 new stations and students returning UF

**Opportunity:** Using a focused marketing plan to target new members this spring and summer

- Group rides
- Targeted emails
- Events

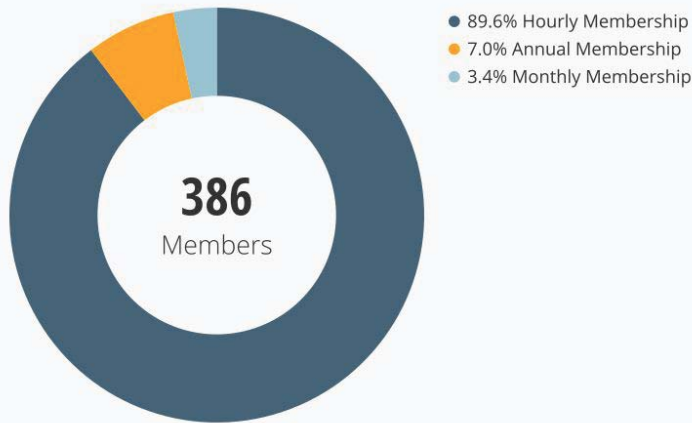
## 2016 Membership

# 386

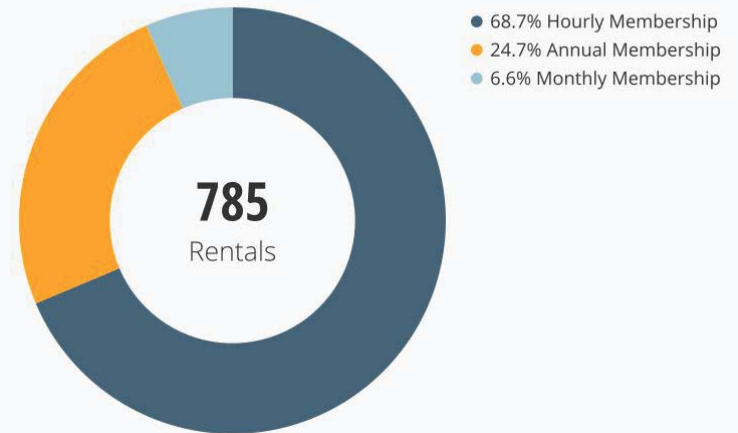
# Membership: Convert Daily to Annual



Total Memberships by Type



Total Rentals by All Member Types



**7%** of members (Annual Memberships) account for **24.7%** of all trips

Annual Members: Average **7.2** trips

Monthly Members: Average 4 trips

Daily Members: Average 1.6 trips

Day passes provide a great introduction to Zagster, but Annual Members will provide consistent active use of the program

**Goal for 2017:** Convert daily memberships to annual memberships

**How?** Targeted emails to day pass members for discounted Annual Memberships



**2017 Update: Sent out first targeted email in March, will track success ✓**



# Power Users



First Name	Last Name	Email Address	Joined On	# of Rentals
John	Wright	john.wright@zagster.com	Sep 22, 2016	74
John	Wright	john.wright@zagster.com	Sep 7, 2016	57
John	Wright	john.wright@zagster.com	Aug 14, 2016	24
John	Wright	john.wright@zagster.com	May 9, 2016	20
John	Wright	john.wright@zagster.com	Aug 24, 2016	19



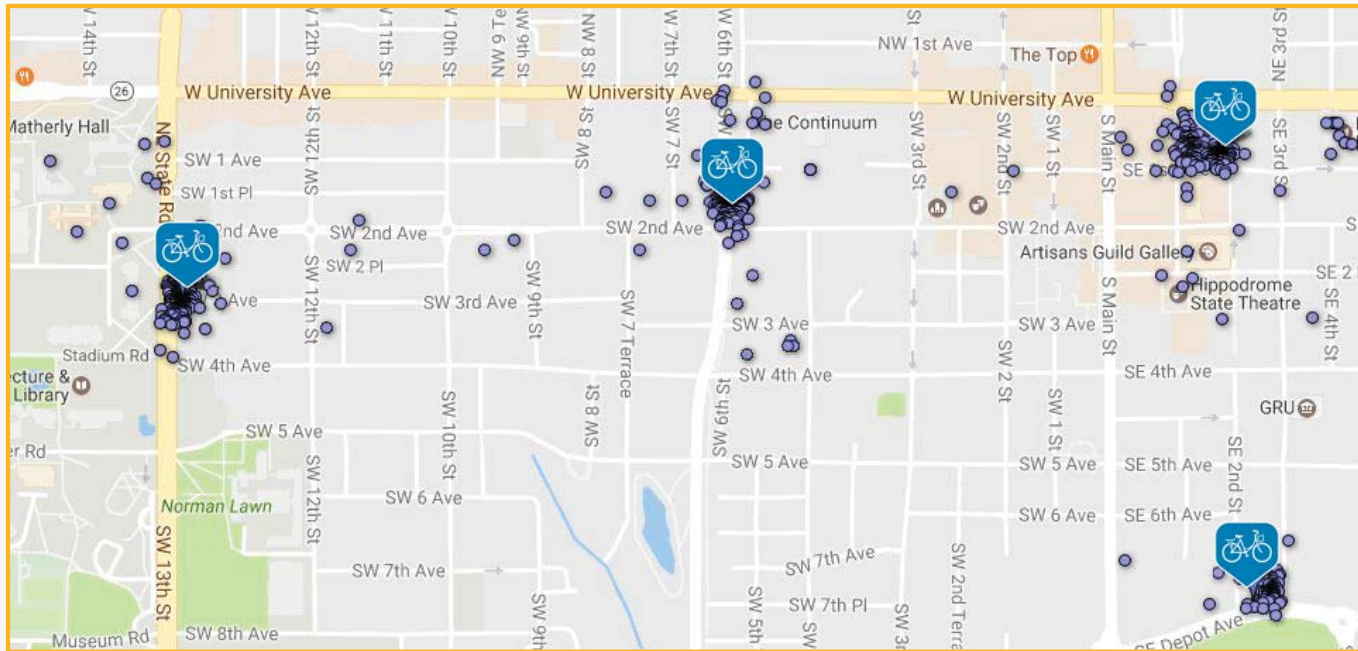
**Opportunity:** Reach out to these riders to find out what they are loving about Zagster

- Can we replicate?
- Possible ZagStar/Ambassadors?





# Station Data and Heat Mapping



Station	% Trips	# Trips
Sixth St	38%	305
Bo Diddley	26%	208
SW Third	25%	200
Rosa Parks	11%	88

## Opportunity:

- Although part of the phase 2 launch, Rosa Parks station has seen the lowest use. What can we do to improve ridership at that station?
- How can we leverage local businesses to help expand the program?



**2017 Update: Zagster to provide sponsorship materials and support as needed!**

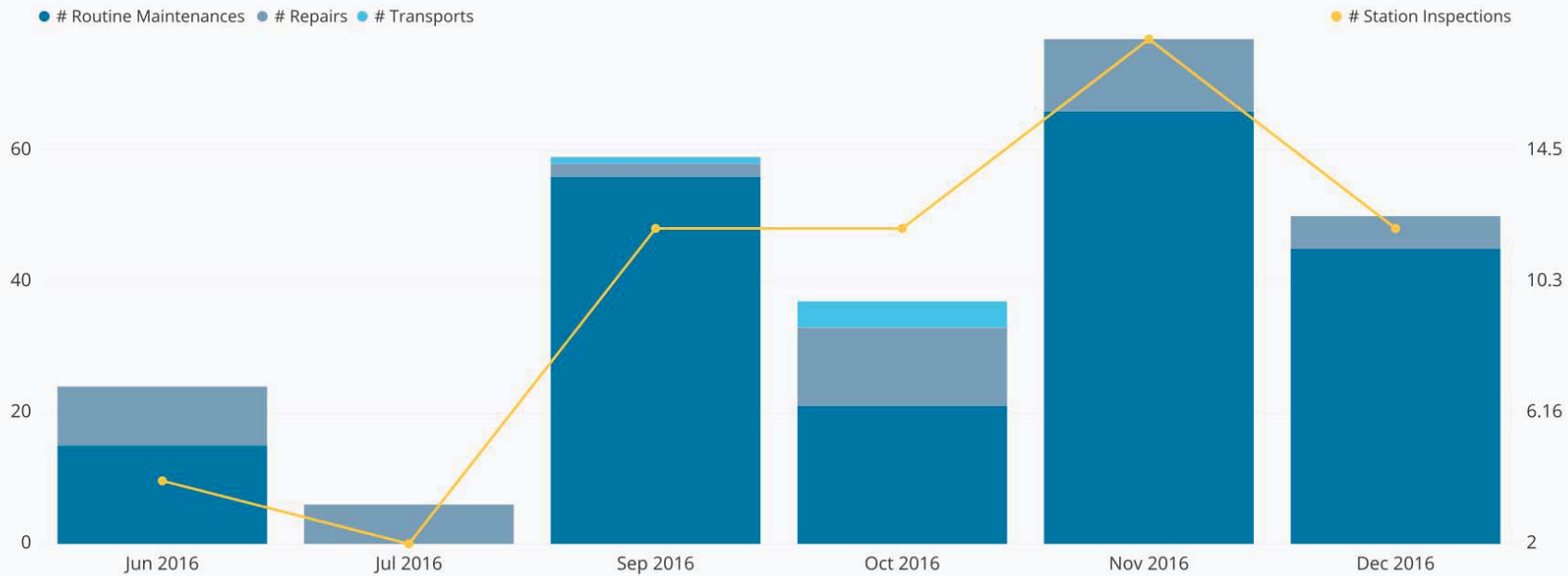
# Maintenance Challenges



# Maintenance: Current Challenge



Maintenance Stats



**Takeaway:** This is our biggest area for improvement, we need to see consistent maintenance. Zagster to ensure a marked improvement for 2017 with Action Plan outlined on the next slide.



**2017 Update:** Already hired a new mechanic to provide a higher level of service and attention to the program! ✓

# Maintenance: Fleet Action Plan



## Increased Service Intervals:

Routine Maintenance: 2x per week

Station Inspections: 2x per week

Rebalancing: 1x per week/as needed

**New Mechanic:** Will be hired and onboarded by mid February: DONE ✓

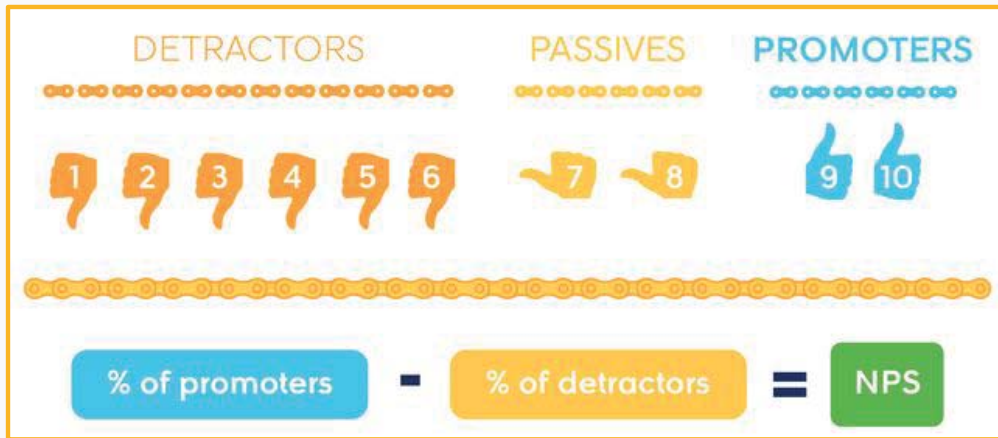
**Possible Wrangler:** If additional rebalancing or bike wrangling is needed, Keli will look to add this role to allow mechanic to focus on care of the bikes

**Technology/Product Improvements:** As we continue to implement new technology these areas above will also improve as a result.  
Proposed Upgrade: May 2017 ✓



# Rider Feedback





## Municipal Segment

43.20

## Gainesville

29.17



**2017 Update:** Zagster beginning to reach out to riders, to gain feedback on program. Also just sent a Zagster survey out to all riders across all programs. ✓



**Goal for 2017:** Increase NPS score to align more closely with segment average

**How?** Increase maintenance, bike availability, new technology and review of NPS monthly to monitor rider frustrations



# NPS Rider Comments



Positive 	Things to work on 
Great idea! It is very easy to use. Thanks for bringing this to Gainesville.	Sometimes the key pad on the lockbox is finicky. If it doesn't open, it's easy to hit End, and simply reserve another bike.
It's very convenient to have Zagster in a small town like Gainesville, FL!	\$3 an hour is just too much for a bike and \$15 a month is a lot too. I can buy a similar quality bike for \$100 or less. You either need lower prices or nicer bikes.
Convenient, easy to use, everything worked as it was supposed to except one time when the chain popped off.	When two friends and I went to grab bikes after planning this day for a while, only one out of six worked- the others were "scheduled for maintenance". Really disappointed.



Transition to new locking tech will eliminate the need for lock box, Summer 2017



Pricing seems to be working well for the program, we can continue to monitor, utilize promo codes



Fleet action plan focused on increased maintenance and new mechanic



# Product Upgrades





- 300% growth in both 2015 & 2016, projecting 300+% in 2017
  - Company grew from 8 people to over 55 today
- Closed Series B fundraising round of \$10M in December 2016
  - A total of \$20M in raised funding
- Continued investment in Product and Technology
  - **Enhanced Bluetooth locking technology completed Beta testing – May 2017**
  - **Improved GPS location services and on-station ride ending – April 2017**
  - **Field service maintenance system – Q1 2017**



# Meet The Bike



Adjustable seat fits adult riders

Smart keypad control allows for quick checkout

Fenders and chain guard keep riders clean

Mounted ring lock immobilizes bike when not in use



8 gear shifting

Bell

Convenient front basket with prominent branding

Dynamo powered, automatic front & rear lights



## Zagster Ring Lock

Bluetooth™ low energy (BLE)  
smart lock

Locks/Unlocks at the touch of a  
button within the app, or by typing  
a code on the on-bike keypad

Solid-state design prevents  
tampering or removal

Securely mounted to the bike

Made exclusively for Zagster by  
AXA



## On-Bike Keypad

Controls the smart lock

Allows access for riders using feature phones or smartphones without BLE compatibility

Robust and weatherproof

Enables one-touch locking



# Modular Stations

Same as your current stations,  
with a retrofit to add the docking  
cable

Signage includes updated  
instructions



## Secure Docking

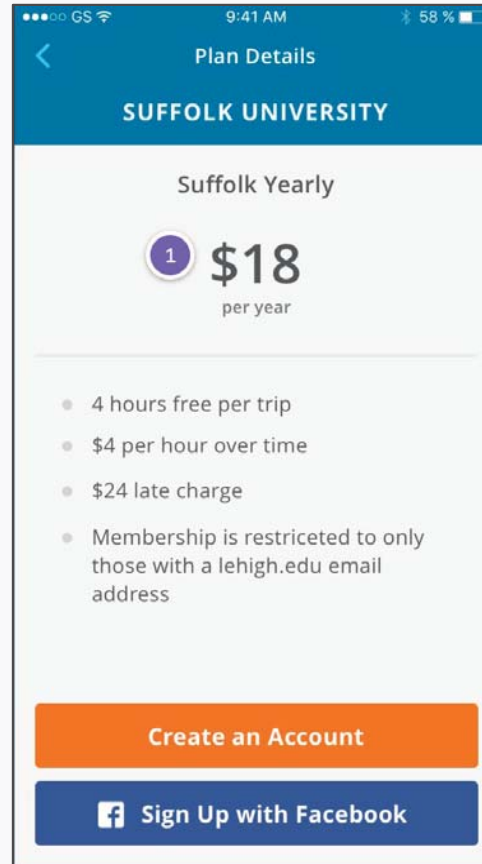
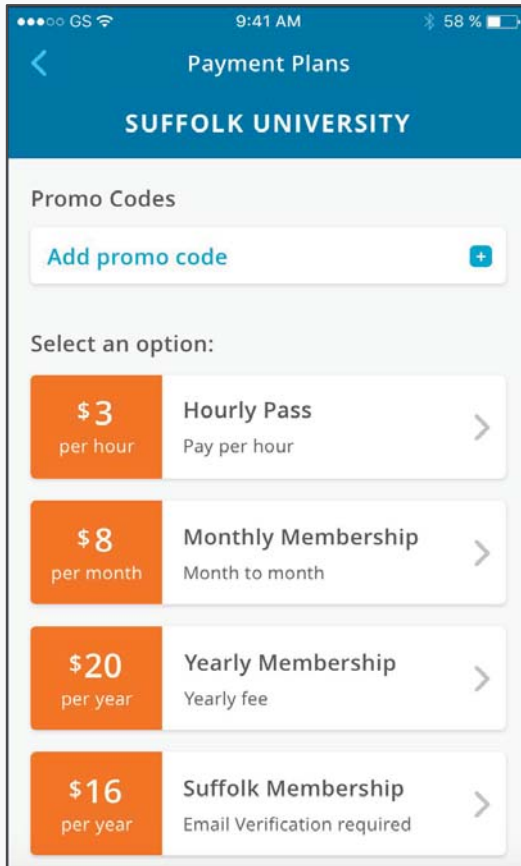




# V3 App Upgrades

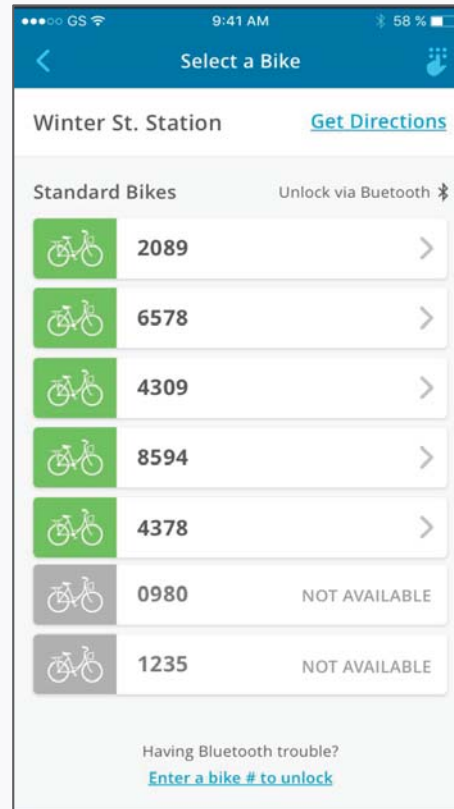
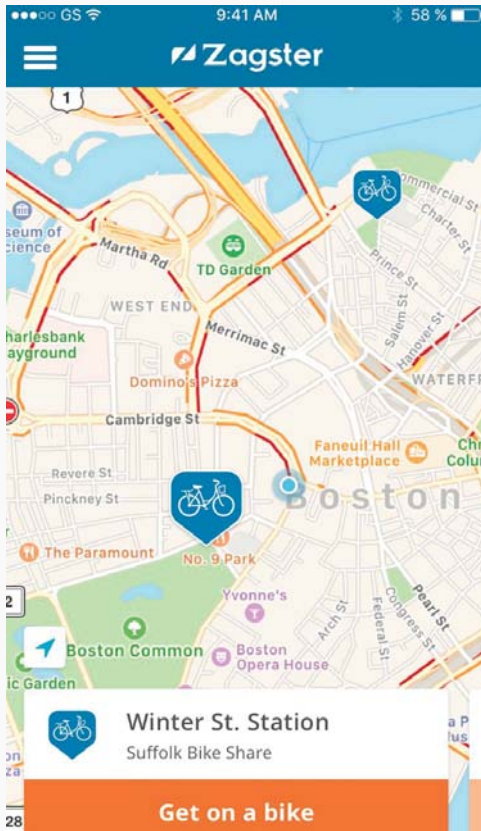


# Membership Plan Visibility



Ability to see membership plan options prior to creating an account

# Bluetooth Bike Visibility

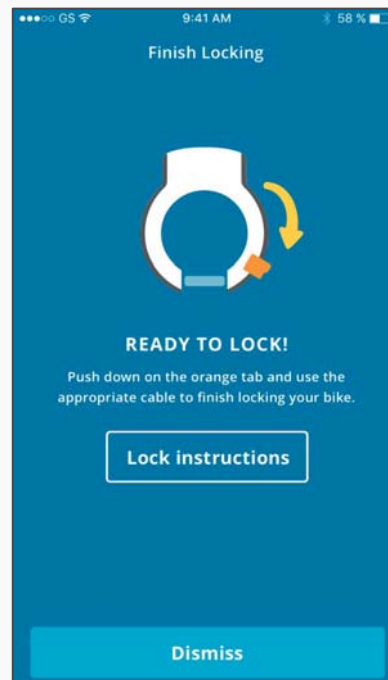
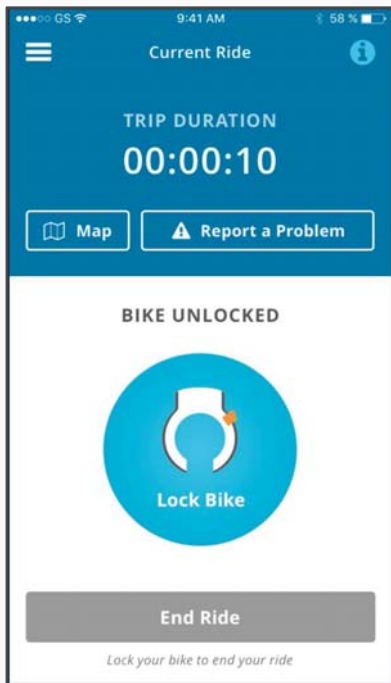


With Bluetooth enabled, ability to see bikes at station

\*Currently only available when AT station - not from remote locations



# Updated Visuals/Instructions

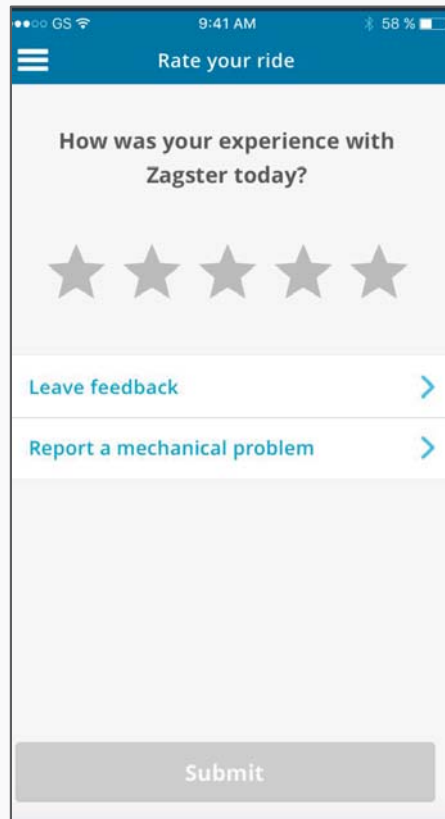
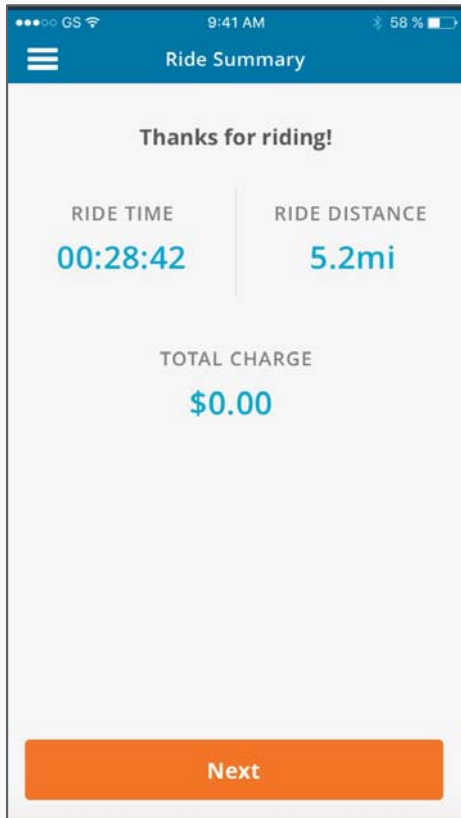


Updated in App instructions with animation

\*Can no longer end rides prior to locking bike!



# End of Ride Feedback



Ability to provide feedback and report mechanical problems

# 2017 Marketing



# Marketing Plan Next Steps



- Review general overview of our field marketing support
  - Local and national events
  - Promotional codes & events
  - Group rides
  - Direct rider engagement
  - Digital, Social, and local advertising
- Review draft of 2017 Gainesville marketing plan
  - See supplemental material
- Schedule follow up meeting to review
  - Week of 1/30: DONE ✓



**2017 Update: Have begun working on this plan.  
SWAG sent, digital materials sent ✓**



# Next Steps



# Marketing Plan Next Steps



- 2017 Renewal
  - 2 year commitment to extend service into 2019
  - Service fee remains annual
  - Allows upgrade of locks and app
  - Targeting May install
- 2017 Marketing
  - Continue implementation of marketing plan
- 2017 Maintenance
  - Continue to monitor and ensure improvements





Thank You!

Looking forward to a successful 2017 season!

 **Zagster**